The Farmington Enterprise

FORTY-FOURTH YEAR-No. 50

THE FARMINGTON ENTERPRISE, FARMINGTON, MICHIGAN THURSDAY, OCTOBER 13, 1932

WEST POINT PARK Mrs. William Zwahlen

A true copy.
Florence Doty
Deputy Register of Probate.
Sept. 29—Oct. 13.

Attemps, John School, Court, John School, Cour A true correction of Probate.

Sept. 29—0ct. 13.

Sept. 29—0ct. 13.

MORTGAGE SALE—DEFAULT having been made for more than the been made for more than the sept of the period of Three (3) months from date been made for more than the sept of the period of t

FARMINGTON ACRES
Mrs. H. A. McIntyre

WEST FARMINGTON
Mrs. Ervin Knapp

WEST POINT PARK
Mr. William Arabet
Mr. and Mrr. William H. Zenbthere and daughter Salviey were
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MICHIGAN BELL TELEPHONE CO.



"Jim called last night and asked me to go to the game with him"

"I'm certainly enjoying myself since had our telephone put in. Before, no one could call us, and I missed a lot of good times.

"Mother said she never did feel safe without a telephone, because she knew she couldn't summon help in case anything happened.

"And then, when Dad got sick and couldn't even call the office, he decided that, considering the value of the service and how little it costs, we couldn't do without a telephone any longer."



Today more than ever before-

LIGHT

can help you boost sales!

Long recognized as a powerful selling force, good lighting today carries added weight and significance. In an atmosphere of gloom and depression, the store that displays brilliant windows and well-lighted interiors accomplishes two things: It instills a feeling of confidence in the public mind, and it profits immediately through increased sales and new customers.

Bright windows attract attention. They urge closer inspection of the goods on display. Actual tests have proven-time after time that improved store lighting results in increased sales. One such test, typical of many, is that of a small department store which increased the intensity of its lighting. Results after six weeks showed an increase in buyers and an increase in the unit value of customers' purchases.

Are YOU overlooking an important sales help in today's competitive merchandising? Detroit Edison illuminating engineers will gladly inspect your lighting without charge.

THE DETROIT EDISON CO.